



WVEC
613 Woodis Ave.
Norfolk, VA 23510

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10/5

Contract #		842398	Date Entered	07/13/12
Schedule Dates	10/02/12-10/08/12	Last Modified	10/01/12	
Advertiser	American Crossroads (33954)	Entered By	Penne Marsh	
Agency/T-Code	Crossroads Media LLC (2774)/055317791	CO-OP	No	
Product	Political - US President (1174)	Headline #	06225712	
Brand	Democrat (Anti) (177520)	Demo		
Salesperson	Blair, Cheryl (2205)	Order Type	Normal	
Sales Office	TeleRep - Philadelphia	Package Deal		
Buyer Name	MARONEY,STEPHANIE	Commission %	15.00	
Phone/Fax	(202) 559-6428 /	Commission	\$3,925.50	
CPE	11/27/692	Net Total	\$22,244.50	
Account Types	National/Political PAC - Agency	Sales Tax		
Billing Type	Weekly/Irregular			
Comments	AM CROSSROAS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,			

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	44	\$26,170.00
Grand Total:	44	\$26,170.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	10A- 10:58A (ET)							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12	
2.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	11P- 11:35P (ET)							1	1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12	
3.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	12P- 12:57P (ET)							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12	
4.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	5A- 5:58A (ET)							1	1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12	
5.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	5:29P- 5:58P (ET)							1	1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12	
6.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	6P- 6:30P (ET)							1	1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12	
7.1	Normal Line / SPOT	10/05/12-10/05/12	5	:30	6:58P- 7:28P (ET)							1	1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	WHEEL-FORTNE<	9/28/12	
8.0	Normal Line / SPOT	10/05/12-10/05/12	5	:30	9A- 10A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12	
9.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	10A- 10:58A (ET)							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12	
10.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	11P- 11:35P (ET)							1	1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12	
11.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	12P- 12:57P (ET)							1	1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12	
12.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	5A- 5:58A (ET)							1	1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12	
13.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	5:29P- 5:58P (ET)							1	1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12	
14.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	6P- 6:30P (ET)							1	1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract #		842398	Date Entered	07/13/12	Norfolk (WVEC) (WVEC)	
Schedule Dates	10/02/12-10/08/12 <th>Last Modified</th> <td>10/01/12<th>By Broadcast Month</th><th>Spots</th><th>Rate</th></td>	Last Modified	10/01/12 <th>By Broadcast Month</th> <th>Spots</th> <th>Rate</th>	By Broadcast Month	Spots	Rate
Advertiser	American Crossroads (33954)	Entered By	Penne Marsh	Oct. 2012	44	\$26,170.00
Agency/T-Code	Crossroads Media LLC (2774)/055317791	CO-OP	No	Grand Total:	44	\$26,170.00
Product	Political - US President (1174)	Headline #	06225712			
Brand	Democrat (Anti) (177520)	Demo				
Salesperson	Blair, Cheryl (2205)	Order Type	Normal			
Sales Office	TeleRep - Philadelphia	Package Deal				
Buyer Name	MARONEY,STEPHANIE	Commission %	15.00			
Phone/Fax	(202) 559-6428 /	Commission	\$3,925.50			
CPE	11/27/692	Net Total	\$22,244.50			
Account Types	National/Political PAC - Agency	Sales Tax				
Billing Type	Weekly/Irregular					
Comments	AM CROSSROAS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,					

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	7:28P- 7:57P (ET)				1					1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	7/13/12
16.0	Normal Line / SPOT	10/08/12-10/08/12	5	:30	9A- 10A (ET)				1					1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
17.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	11P- 11:35P (ET)							1			\$750.00		Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
18.1	Normal Line / SPOT	10/06/12-10/06/12	5	:30	5:58A- 8A (ET)							1		1	\$235.00	\$235.00	Norfolk (WVEC) (WVEC)	VARIOUS	9/28/12
19.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	11P- 11:35P (ET)							1		1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
20.1	Normal Line / SPOT	10/07/12-10/07/12	5	:30	5:58A- 8A (ET)							1		1	\$185.00	\$185.00	Norfolk (WVEC) (WVEC)	VARIOUS	9/28/12
21.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	10A- 10:58A (ET)						1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
22.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	11P- 11:35P (ET)						1			1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
23.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	12P- 12:57P (ET)						1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12:00<	7/13/12
24.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	5A- 5:58A (ET)						1			1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
25.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	5:29P- 5:58P (ET)						1			1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
26.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	6P- 6:30P (ET)						1			1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
27.1	Normal Line / SPOT	10/04/12-10/04/12	5	:30	7:28P- 7:57P (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	9/28/12
28.0	Normal Line / SPOT	10/04/12-10/04/12	5	:30	9A- 10A (ET)						1			1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Contract # 842398

Schedule Dates	10/02/12-10/08/12
Advertiser	American Crossroads (33954)
Agency/T-Code	Crossroads Media LLC (2774)/055317791
Product	Political - US President (1174)
Brand	Democrat (Anti) (177520)
Salesperson	Blair, Cheryl (2205)
Sales Office	TeleRep - Philadelphia
Buyer Name	MARONEY,STEPHANIE
Phone/Fax	(202) 559-6428 /
CPE	11/27/692
Account Types	National/Political PAC - Agency
Billing Type	Weekly/Irregular
Comments	AM CROSSROS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Date Entered	07/13/12
Last Modified	10/01/12
Entered By	Penne Marsh
CO-OP	No
Headline #	06225712
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$3,925.50
Net Total	\$22,244.50
Sales Tax	

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	44	\$26,170.00
Grand Total:	44	\$26,170.00

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29.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	10A- 10:58A (ET)				1					1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
30.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	11P- 11:35P (ET)					1				1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
31.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	12P- 12:57P (ET)					1				1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
32.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	5A- 5:58A (ET)					1				1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
33.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	5:29P- 5:58P (ET)					1				1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
34.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	6P- 6:30P (ET)					1				1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12
35.1	Normal Line / SPOT	10/02/12-10/02/12	5	:30	7:28P- 7:57P (ET)					1				1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY<	9/28/12
36.0	Normal Line / SPOT	10/02/12-10/02/12	5	:30	9A- 10A (ET)					1				1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
37.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	10A- 10:58A (ET)						1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY<	7/13/12
38.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	11P- 11:35P (ET)						1			1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P	7/13/12
39.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	12P- 12:57P (ET)						1			1	\$275.00	\$275.00	Norfolk (WVEC) (WVEC)	13 NEWS-12.00<	7/13/12
40.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	5A- 5:58A (ET)						1			1	\$325.00	\$325.00	Norfolk (WVEC) (WVEC)	13 NWS DYBRK A<	7/13/12
41.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	5:29P- 5:58P (ET)						1			1	\$800.00	\$800.00	Norfolk (WVEC) (WVEC)	13 NWS AT 5:30<	7/13/12
42.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	6P- 6:30P (ET)						1			1	\$825.00	\$825.00	Norfolk (WVEC) (WVEC)	13 EARLY NWS<	7/13/12

CONFIRMATION CONTRACT

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Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
43.1	Normal Line / SPOT	10/03/12-10/03/12	5	:30	6:58P- 7:28P (ET)					1				1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	WHEEL-FORTNE<	9/28/12	
44.0	Normal Line / SPOT	10/03/12-10/03/12	5	:30	9A- 10A (ET)						1				1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	REGIS&KELLY<	7/13/12
45.0	M/G For 17.0.1 / SPOT	10/06/12-10/06/12	5	:30	11:30P- 12:05A (ET)								1	1	\$750.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11P after CF	10/1/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WVEC Norfolk	10/1

I, Stephanie Maroney
do hereby request station time concerning the following issue:

American Crossroads
1401 New York Avenue Suite 1200
Washington, DC 20005
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

As Ordered

Total Charges: **\$ 22,244.50 Net**

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

842398

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12
Date

Stephanie May
Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted
Margee Marsh
Signature

Accepted in Part
Penne Marsh
Printed Name

Rejected
NSC
Title